

# 'Smart' Bottles Help Leading Winemaker Increase Sales, Engage with Mobile-First Consumers

30% of consumers who engage with Barbadillo's 'smart' bottles buy the bottle.



# Challenge



**BARBADILLO**

DESDE 1821

## About Barbadillo

Founded in 1821

One of the oldest family-owned businesses in Spain, and one of the world's most renowned sherry producers.

Award-winning wine and sherry recognized by Wine Spectator, wine expert Robert Parker and many others.



**Barbadillo** is one of Spain's oldest and most renowned wine and sherry producers.

To gain market share and create brand awareness, the company decided to promote sales of its high-volume white wine, Castillo de San Diego—in the peak of the summer holiday season.

The challenge was how to stand out in a highly competitive wine market.

**SPAIN HAS MORE THAN 4,000 WINERIES AND PRODUCES ABOUT 3,500 INTERNATIONALLY AWARDED WINES.<sup>1</sup>**

In such a dynamic marketplace, Barbadillo had to do something different to achieve its goals:

- Grab consumers' attention
- Drive bottle sales
- Engage consumers with a relevant promotion
- Foster the next generation of consumers

*“ We wanted to attract new consumers to our brand and make them interact with Barbadillo. We wanted to do it in a relevant way so that we could build an enduring one-to-one dialogue with our consumers. ”*

—Alvaro Ales, Director Marketing & Comunicación, Barbadillo

In a population of over 46 million people, Spain has about 32 million smartphone users<sup>2</sup>. Barbadillo knew it was critical to engage mobile-first consumers, including millennials; get them engaged with the brand; and keep the digital conversation going.

1. World Ranking of Wines & Spirits  
[http://www.wawwj.com/2017/\\_EN/pais\\_vinos.php?pagina=60&pais=Spain](http://www.wawwj.com/2017/_EN/pais_vinos.php?pagina=60&pais=Spain)

2. comScore Mobile MX, July 2017



# Solution

## What is Thinfilm?

ThinFilm offers end-to-end NFC mobile marketing solutions that feature:

- NFC Tags / Digital Touchpoint
- CNECT Brand Analytics Cloud Software Platform
- Customer Success Services including
  - Physical-Digital Campaign Setup and Optimization
  - Labelling/Packaging Integration Services

Together these components allow brands for the first time to deliver a dynamic 1-1 physical to digital consumer experience to their mobile centric consumers in real time.

*“Thinfilm’s customer success team made the entire process easy to implement, scalable and cost effective.”*

—Alvaro Ales, Director Marketing & Comunicación, Barbadillo

**To set itself apart from the competition,** Barbadillo selected Thinfilm’s end-to-end mobile marketing solution, which leverages NFC (near-field communication) SpeedTap™ tags to create digital touchpoints that can be easily applied to their bottles at scale.

**With SpeedTap tags applied, consumers are able to interact instantly with products and the brand by tapping the product tag with their smartphones (no app required). The tap launches the brand’s customized landing page, video or other digital asset on their smartphone.**

## TAP & WIN CAMPAIGN

Working together, Barbadillo’s marketing team and Thinfilm’s customer success team devised and launched a marketing campaign within eight weeks.

### ‘Smart bottles’

The teams designed a printed neck collar that would be applied to each bottle of Castillo de San Diego that was distributed as part of a Tap & Win marketing campaign.

The neck collar had a strong call to action encouraging consumers to tap the bottle with their smartphone for a chance to win 1,000 euros.

Working with Barbadillo’s print supplier,

Thinfilm applied the NFC tags to the neck collars of **126,000 bottles of Castillo de San Diego** without slowing down production.

A unique code was also printed on each cork that consumers could only see after they purchased and opened the bottle. Each smart bottle was tested before shipment to guarantee a seamless consumer digital experience. The bottles were then distributed to **200+ major retail outlets** in Spain.

### Brand Analytics Software Platform

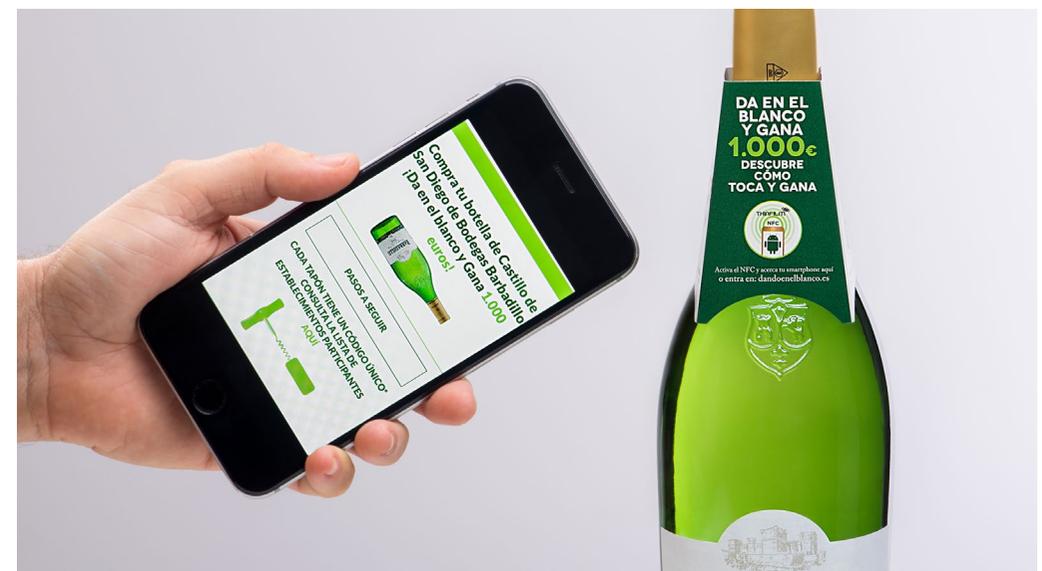
Thinfilm’s CNECT™ cloud software platform enabled Barbadillo to capture consumer interaction data with the smart bottles, allowing Barbadillo to see in real time what products consumers were interacting with, when, where and how. This allowed

Barbadillo to dynamically tune the digital experience and content using Thinfilm’s CNECT platform.

### Microsite and Brand Subscribers

The joint team created a mobile-optimized microsite in collaboration with Barbadillo’s creative agency. This site, [www.dandoenelblanco.es](http://www.dandoenelblanco.es), is what consumers would access when tapping the smart bottle, whether in the store to get information, or after the purchase, when they entered the contest with the proof-of-purchase code from an opened bottle’s cork.

The contest also required consumers to provide personal information, growing Barbadillo’s base of brand fans they could continue to engage with in the future.



# Results

## Tap & Win Campaign Results Overview

The results of the campaign showed that Thinfilm as a media channel and consumer engagement medium performed exceptionally well when compared to all other paid media channels. It actually exceeded measurable paid advertising mediums. It also performed well against organic search and social.

**Barbadillo launched the Tap & Win campaign from mid-July to early August 2017 using a combination of paid media, including:**

- Primetime TV and radio advertisements
- Campaign posters placed at major retailers' outlets across Madrid, Andalucia, Comunidad Valenciana, and Catalunya
- Online media including rich media banners, newsletters and social ads
- ThinFilm-enabled smart bottles
- In-store point-of-sale materials

Using Thinfilm's NFC solution, Barbadillo was not only able to sell more bottles faster, achieving repeat purchase, but it also gained insight in real time as consumers interacted with the product in the aisle and at home. The company also achieved its goals of raising brand awareness by engaging with consumers on its website and increasing subscription signups from highly engaged consumers. This information will seed future marketing campaigns.

**“Using ‘connected’ NFC bottles featuring Thinfilm technology helped us discover that the ideal moment to activate, engage and convert new consumers occurs when they are holding a Barbadillo bottle in their hands.”**

—Alvaro Ales, Director Marketing & Comunicación, Barbadillo

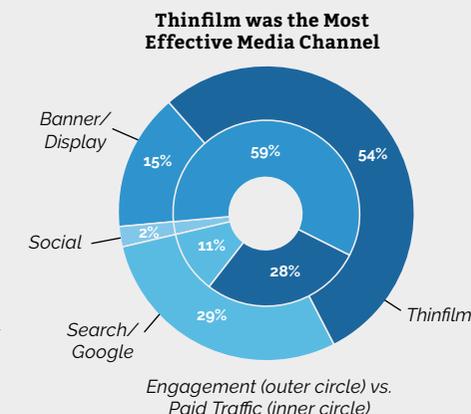
## Tap & Win Campaign Results

The Tap & Win Campaign exceeded all of Barbadillo's targets and KPI's by combining the best of physical and digital customer experiences. Thinfilm attracted the highest volume of highly engaged mobile consumers vs. other paid digital channels (based on duration of time spent on the Tap & Win Campaign micro-site).

**78%** of all Tap & Win traffic from mobile. 66% came from paid sources.

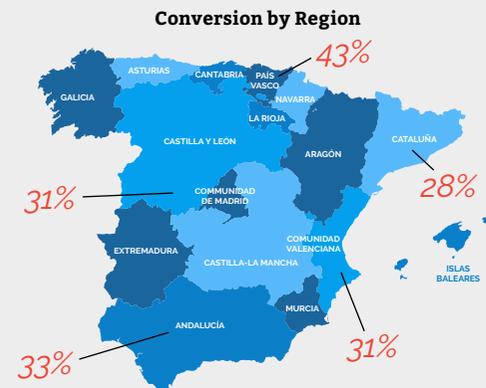
**54%** of brand engagement from NFC and Thinfilm Speed-Tap-enabled 'smart' bottles.

**10x** More traffic from Thinfilm than from social platforms with a 2.8x increase in average time spent.



## “Brand in Hand”

Smart bottle interactions drove over 30% of consumer purchase conversion, and generated 2x the rate of growth in subscribers in Barbadillo's database compared to previous online promotions supported by TV and media.



**1 in 3** Consumers interacted with the same smart bottle at multiple locations (in-store and post-purchase).

**2x** Doubled the rate of acquisition of new Barbadillo subscribers and brand fans.



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